

Wake-up call



The hidden cost of poor sleep – and what we can do about it

Poor sleep is affecting Canadian workplaces. We surveyed 2,000 Canadian employees and 400 employers to understand the impact – and where support can make a difference. Here's what we found.

Poor sleep is a hidden workforce health issue

- **43%** of Canadian employees get less than the recommended 7 hours of sleep nightly required to support good health.
- **20%** experience clinical insomnia.*
- *Based on responses to the Insomnia Severity Index questionnaire. Insomnia is a sleep disorder characterized by persistent difficulties in falling or staying asleep, or getting restorative sleep, despite having the opportunity to do so. Source: American Academy of Sleep Medicine (AASM) – International Classification of Sleep Disorders (ICSD-3)
- Sleep challenges hit younger employees, women and those with chronic conditions harder.

Workplace performance pays the price

- **1 in 3** employees say their sleep struggles negatively affect their job performance.
- Rises to **72%** for those with clinical insomnia.
- Absences: On average **3 to 8** days annually.
- Lost productivity: On average **7 to 12** hours weekly.

Group benefits plans: ideally positioned to help

Available solutions address root causes of poor sleep.

Mental health supports:

- Cognitive behavioural therapy for insomnia, covered under many group plans, is a highly effective treatment.
- Online counselling, by Dialogue : Dialogue's registered licensed mental health professionals provide support to help navigate challenges, including sleep hygiene.

Virtual care:

- Sun Life Virtual Care, by Dialogue provides sleep disorder diagnosis, treatment, and specialist referrals.
- Plus, dedicated menopause support to help with challenges impacting sleep.
- Sun Life Employee Assistance Program, by Dialogue2, provides therapeutic support for sleep-related anxiety.

Chronic disease coaching:

- Online Pharmacy by Pillway , offers no-cost coaching for diabetes and respiratory conditions – improving disease management and associated sleep quality.

Not available in Quebec. **

Sleep health is workforce health

- Raising awareness of available supports can give employees the tools to help them sleep better – and perform better.

Download the report. See the impacts of poor sleep and how group benefits plans can help.

sunlife.ca/sleep

Questions? We're here to help. Contact your Sun Life Group Benefits representative.

sunlife.ca/groupbenefits

Source: Ipsos/Sun Life Survey of Canadian Employees and Employers, 2025

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